

Curriculum Vitae

Dr. Roland Abold: Research Manager – Head of GfK Energy & Environment



Doctor of political science. Since 2007 at GfK, division Energy & Environment. In his current function as Research Manager he and his team are responsible for international key account studies in the energy & environment markets and GfK's global sustainability research projects.

Dr. Abold has a long lasting experience in market research and consulting regarding sustainable energy sources, new and smart technologies and environmental issues. He is coordinator of the international Energy Client Group within GfK and visiting lecturer at the University of Applied Sciences Kufstein (AT).

Previous employment:

- assistant professor University of Bamberg (D), 2003-2007

Education:

- Université de Fribourg (CH), political science, political economics, communication science
- University Bamberg (D), political science, political economics, communication science

His areas of expertise include:

- Business development research within energy and utilities sector
- Public attitudes on environmental protection and sustainability
- Sustainable behavior of global consumers
- Analysis of new market opportunities (products, customers, potentials)